MARLBORO MUSIC
FIESTA BROADWAY
April 27, 1997

VENUE

The Marlboro Music Stage was situated on 9th St. and Olympic in Los Angeles.

EVENT

Fiesta Broadway began in 1990 and consists of 35 blocks of musical stages, food vendors and other attractions. Fiesta Broadway is considered to be the largest Cinco de Mayo celebration in the United States.

ARTISTS

Olga Tañon
Banda El Mexicano
Marito Rivera
Eddie Santiago

SCHEDULE

The concert ran from noon until 6:00 pm.

OFFICIAL ATTENDANCE FIGURES

Estimated at 200,000

MEDIA COVERAGE (as of 4-28-97)

Date	Publication	Circulation	Readership
4/11	La Voz Libre	45,000	112,500
4/11	Excelsior	65,613	164,033
4/17	Farandula	35,000	87,500
4/26	Los Angeles Times	1,020,000	2,550,000
4/26	La Opinion	104,500	261,250
4/28	La Opinion	104,500	261,250
	TOTAL	1,374,613	3,436,533

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The following media outlets requested credentials:

Media Outlet	Reporter
El Latino News	Carmen Anderson +1
LA Times	Enrique Lopetegui
El Excelsior	Miguel Suarez +2
La Opinion	Antonio Mejias +2
El Económico	Dolores Santana +1
Actualidad	German Guillen
Daily Sundi	Austin Tabares
Impacto Hispano	Victor Romero
La Opinion	Roberto Alvarez
Miniondas	Sergio Velasquez
Que Onda	Julio Esparza +1
Sol Latino	Ed Sakiki
Telemundo	Jessica Maldonado
La Prensa Salvadoreña	Oscar Gil
La Opinion (encuentro)	Norman Kaiser
Latin Publications	Paulina Herrera
Union Hispana	Jose Martinez
El Sol Latino	Felix Castillo
Tiempo Libre	Eusebio Ramirez
Vista LA	Humberto Vinosco
Channel 52 Telemundo	Mario del Olmo+1
Ch. 48 Telemundo	Marco Dolezal
KTLA Channel 5	Fred Villanueva +1
KLAX-FM	Eduardo Menendez +1
Telemundo	Pedro Calderon
La Prensa Salvadoreña	Oscar Hill
El Aguila	Raul Pena
Non Stop Pub.	Marv Fisher

The following media outlets requested interviews:

Media Outlet	Reporter	Artist(s)
LA Times	Enrique Lopetegui	Olga Tañon
El Excelsior	Miguel Suarez	Eddie Santiago, Marito Rivera Banda El Mexicano
La Opinion	Roberto Alvarez	Olga Tañon
Miniondas	Sergui Velasquez	Olga Tañon
Telemundo	Jessica Maldonado	Olga Tañon
Latin Publications	Paulina Herrera	Banda El Mexicano
Channel 52 Telemundo	Mario del Olmo Alex Cambert	Banda El Mexicano
Ch. 48 Telemundo	Marco Dolezal	Olga Tañon

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